

**The Claims**

1. (Previously Presented) A system for providing substantially real-time access to collected information concerning user interaction with a particular web page of a website, the system comprising:

first software associated with a particular web page of a website and operable to collect information concerning user interaction with the particular web page; and

second software associated with the particular web page operable to:

receive, from a website owner who has accessed the particular web page using a web browser while the particular web page is viewable within a browser window of the web browser, input indicating a desire to access the collected information concerning user interaction with the particular web page;

determine whether the website owner is authorized to access the collected information concerning user interaction with the particular web page; and

if the website owner is authorized to access the collected information concerning user interaction with the particular web page:

generate a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the particular web page; and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the particular web page, present the viewable user interface to the website owner in substantially real-time in response to the input received from the website owner while the particular web page was viewable within the browser window of the web browser.

2. (Previously Presented) The system of Claim 1, wherein the second software is operable to:

receive a password from the website owner; and

to determine whether the website owner is authorized to access the collected information concerning user interaction with the particular web page, determine whether the password received from the website owner is valid.

3. (Previously Presented) The system of Claim 1, wherein the second software is operable to:

receive, from the website owner, one or more specified filter criteria applicable to the collected information concerning user interaction with the particular web page; and

filter the collected information concerning user interaction with the particular web page according to the specified filter criteria such that the website owner is presented only particular collected information concerning user interaction with the particular web page matching the specified filter criteria.

4. (Previously Presented) The system of Claim 3, wherein at least one of the filter criteria comprises a time frame associated with the collected information concerning user interaction with the particular web page.

5. (Previously Presented) The system of Claim 1, wherein the collected information concerning user interaction with the particular web page is user traffic information.

6. (Previously Presented) The system of Claim 1, wherein the collected information concerning user interaction with the particular web page is user feedback information concerning the particular web page.

7. (Previously Presented) The system of Claim 6, wherein the second software is operable, if the website owner is authorized to access the collected user feedback information, to:

generate a report of the collected user feedback information; and

present the report to the website owner to provide the website owner access to the collected user feedback information while the particular web page is viewable within the browser window of the web browser.

8. (Original) The system of Claim 7, wherein the report comprises one or more of:

- a first display of a time frame associated with the collected user feedback information;
- a second display providing an overview of the collected user feedback information;

and

- a third display of one or more sliding bars that each correspond to a particular type of collected user feedback information and indicate percentages of negative, neutral, and positive user feedback information of the corresponding particular type of collected user feedback information.

9. (Previously Presented) The system of Claim 7, wherein the report comprises a display window operable to display one or more of:

- one or more charts of one or more general or specific user ratings of the particular web page;

- user comments regarding the particular web page; and

- one or more survey displays of user answers to one or more explicit questions regarding the particular web page.

10. (Previously Presented) The system of Claim 1, wherein the input indicating a desire to access the collected information concerning user interaction with the particular web page comprises entry of one or more particular keystrokes using a keyboard.

11. (Previously Presented) The system of Claim 1, wherein:

- the particular web page comprises a first web page;

- the website comprises one or more other web pages in addition to the first web page;

and

- the second software is further operable to:

- receive, from the website owner, a specification of one or more of the other web pages; and

- provide the website owner access from the first web page to collected information concerning user interaction with the specified other web pages in addition to the collected information concerning user interaction with the first web page.

12. (Previously Presented) A method for providing substantially real-time access to collected information concerning user interaction with a particular web page of a website, the method comprising:

collecting information concerning user interaction with a particular web page of a website;

receiving, from a website owner who has accessed the particular web page using a web browser while the particular web page is viewable within a browser window of the web browser, input indicating a desire to access the collected information concerning user interaction with the particular web page;

determining whether the website owner is authorized to access the collected information concerning user interaction with the particular web page; and

if the website owner is authorized to access the collected information concerning user interaction with the particular web page:

generating a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the particular web page; and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the particular web page, presenting the viewable user interface to the website owner in substantially real-time in response to the input received from the website owner while the particular web page was viewable within the browser window of the web browser.

13. (Previously Presented) The method of Claim 12, comprising:

receiving a password from the website owner; and

to determine whether the website owner is authorized to access the collected information concerning user interaction with the particular web page, determining whether the password received from the website owner is valid.

14. (Previously Presented) The method of Claim 12, comprising:  
receiving, from the website owner, one or more specified filter criteria applicable to the collected information concerning user interaction with the particular web page; and  
filtering the collected information concerning user interaction with the particular web page according to the specified filter criteria such that the website owner is presented only particular collected information concerning user interaction with the particular web page matching the specified filter criteria.

15. (Previously Presented) The method of Claim 14, wherein at least one of the filter criteria comprises a time frame associated with the collected information concerning user interaction with the particular web page.

16. (Previously Presented) The method of Claim 12, wherein the collected information concerning user interaction with the particular web page is user traffic information.

17. (Previously Presented) The method of Claim 12, wherein the collected information concerning user interaction with the particular web page is user feedback information concerning the particular web page.

18. (Previously Presented) The method of Claim 17, comprising, if the website owner is authorized to access the collected user feedback information:  
generating a report of the collected user feedback information; and  
presenting the report to the website owner to provide the website owner access to the collected user feedback information while the particular web page is viewable within the browser window of the web browser.

19. (Original) The method of Claim 18, wherein the report comprises one or more of:

a first display of a time frame associated with the collected user feedback information;  
a second display providing an overview of the collected user feedback information;

and

a third display of one or more sliding bars that each correspond to a particular type of collected user feedback information and indicate percentages of negative, neutral, and positive user feedback information of the corresponding particular type of collected user feedback information.

20. (Previously Presented) The method of Claim 18, wherein the report comprises a display window operable to display one or more of:

one or more charts of one or more general or specific user ratings of the particular web page;

user comments regarding the particular web page; and

one or more survey displays of user answers to one or more explicit questions regarding the particular web page.

21. (Previously Presented) The method of Claim 12, wherein the input indicating a desire to access the collected information concerning user interaction with the particular web page comprises entry of one or more particular keystrokes using a keyboard.

22. (Previously Presented) The method of Claim 12, wherein:

the particular web page comprises a first web page; and

the website comprises one or more other web pages in addition to the first web page;

the method comprising:

receiving, from the website owner, a specification of one or more of the other web pages; and

providing the website owner access from the first web page to collected information concerning user interaction with the specified other web pages in addition to the collected information concerning user interaction with the first web page.

23. (Previously Presented) Software for providing substantially real-time access to collected information concerning user interaction with a particular web page of a website while the particular web page is viewable, the software embodied in media and when executed operable to:

receive, from a website owner who has accessed a particular web page of a website and using a web browser while the particular web page is viewable within a browser window of the web browser, input indicating a desire to access collected information concerning user interaction with the particular web page;

determine whether the website owner is authorized to access the collected information concerning user interaction with the particular web page; and

if the website owner is authorized to access the collected information concerning user interaction with the particular web page:

generate a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the particular web page;  
and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the particular web page, present the viewable user interface to the website owner in substantially real-time in response to the input received from the website owner while the particular web page was viewable within the browser window of the web browser.

24. (Previously Presented) The software of Claim 23, operable to:

receive a password from the website owner; and

to determine whether the website owner is authorized to access the collected information concerning user interaction with the particular web page, determine whether the password received from the website owner is valid.

25. (Previously Presented) The software of Claim 23, operable to:  
receive, from the website owner, one or more specified filter criteria applicable to the collected information concerning user interaction with the particular web page; and  
filter the collected information concerning user interaction with the particular web page according to the specified filter criteria such that the website owner is presented only particular collected information concerning user interaction with the particular web page matching the specified filter criteria.

26. (Previously Presented) The software of Claim 25, wherein at least one of the filter criteria comprises a time frame associated with the collected information concerning user interaction with the particular web page.

27. (Previously Presented) The software of Claim 23, wherein the collected information concerning user interaction with the particular web page is user traffic information.

28. (Previously Presented) The software of Claim 23, wherein the collected information concerning user interaction with the particular web page is user feedback information concerning the particular web page.

29. (Previously Presented) The software of Claim 28, operable, if the website owner is authorized to access the collected user feedback information, to:  
generate a report of the collected user feedback information; and  
present the report to the website owner to provide the website owner access to the collected user feedback information while the particular web page is viewable within the browser window of the web browser.



30. (Original) The software of Claim 29, wherein the report comprises one or more of:

- a first display of a time frame associated with the collected user feedback information;
- a second display providing an overview of the collected user feedback information;
- and

- a third display of one or more sliding bars that each correspond to a particular type of collected user feedback information and indicate percentages of negative, neutral, and positive user feedback information of the corresponding particular type of collected user feedback information.

31. (Previously Presented) The software of Claim 29, wherein the report comprises a display window operable to display one or more of:

- one or more charts of one or more general or specific user ratings of the particular web page;

- user comments regarding the particular web page; and

- one or more survey displays of user answers to one or more explicit questions regarding the particular web page.

32. (Previously Presented) The software of Claim 23, wherein the input indicating a desire to access the collected information concerning user interaction with the particular web page comprises entry of one or more particular keystrokes using a keyboard.

33. (Previously Presented) The software of Claim 23, wherein:

- the particular web page comprises a first web page; and

- the website comprises one or more other web pages in addition to the first web page;

- the software operable to:

- receive, from the website owner, a specification of one or more of the other web pages; and

- provide the website owner access from the first web page to collected information concerning user interaction with the specified other web pages in addition to the collected information concerning user interaction with the first web page.

34. (Previously Presented) A system for providing substantially real-time access to collected information concerning user interaction with a particular web page of a website, the system comprising:

means for collecting information concerning user interaction with a particular web page of a website; and

means for receiving, from a website owner who has accessed the particular web page using a web browser and while the particular web page is viewable within a browser window of the web browser, input indicating a desire to access the collected information concerning user interaction with the particular web page;

means for determining whether the website owner is authorized to access the collected information concerning user interaction with the particular web page; and

means for, if the website owner is authorized to access the collected information concerning user interaction with the particular web page:

generating a viewable user interface providing substantially real-time access to the collected information concerning user interaction with the particular web page; and

to provide the website owner substantially real-time access to the collected information concerning user interaction with the particular web page, presenting the viewable user interface to the website owner in substantially real-time in response to the input received from the website owner while the particular web page is viewable within the browser window of the web browser.